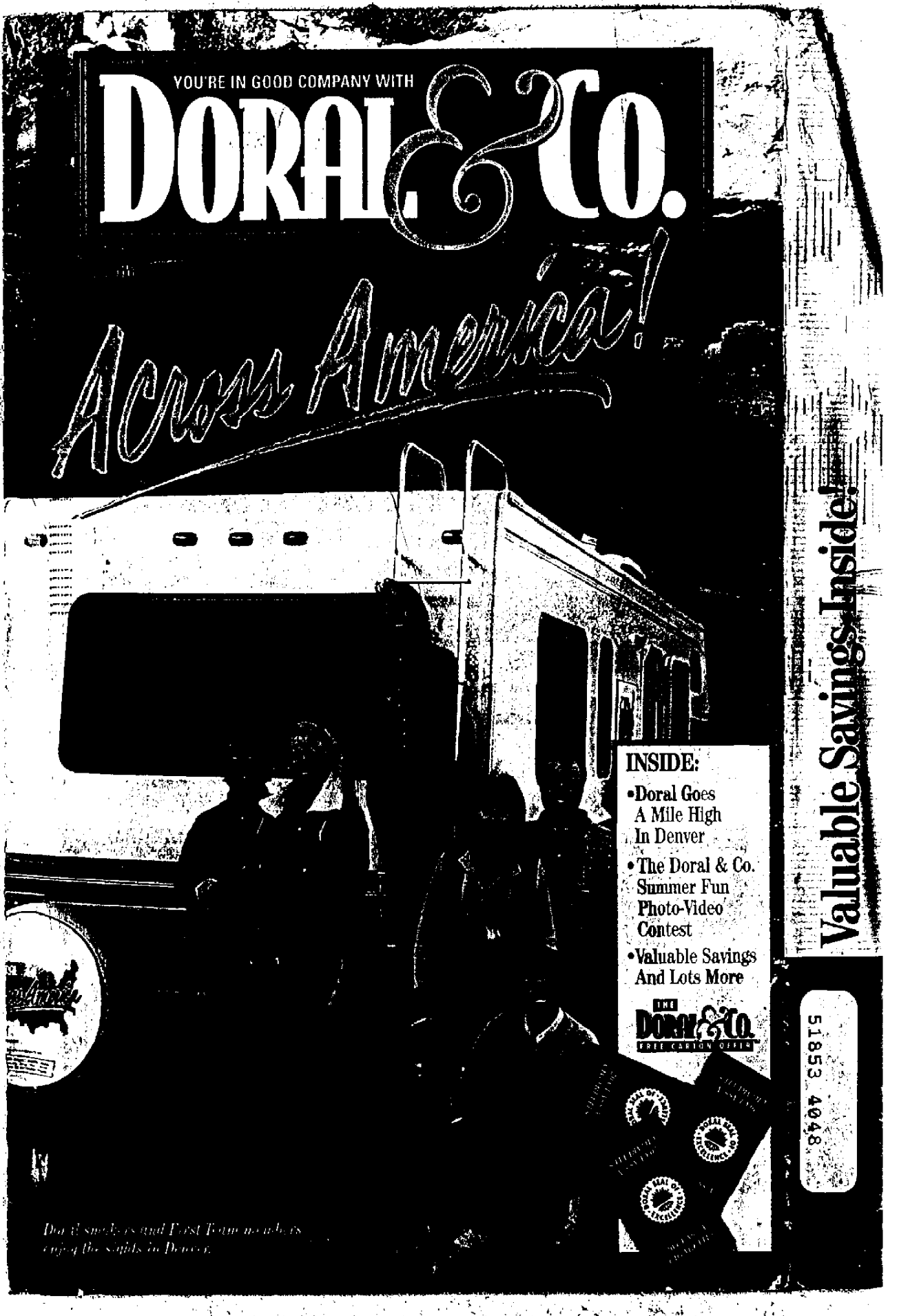

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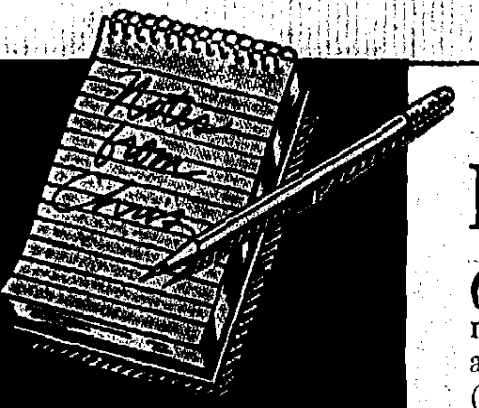


Summer's in full swing, and we've got lots of exciting things for you!

In our new Doral & Co. Summer Fun Photo - Video Contest, we're looking to see what all of our Doral friends do for fun under the sun. Look inside to see what you could win!

Plus, you may already be the instant winner of a free carton of Doral! Every issue of Doral & Co. has ten Personal ID numbers hidden throughout it. If your number, which is on the address panel, matches one of them-you win. Get all the details inside.

Thanks for choosing Doral,

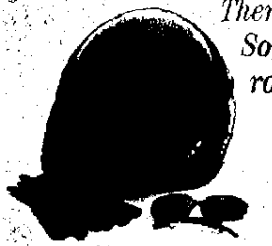
Chris

Chris Miller
Doral & Co. Editor
(12115536511)

Doral People

One of the best parts of our job is meeting Doral smokers as we travel around the country in the Doral RV. (17881656211) And, we think you'll enjoy reading about these smokers as much as we enjoyed talking with them.

When Denise Glover isn't working or creating works of art from stained-glass, she's riding her motorcycle and enjoying the great taste of Doral. We got her to slow down long enough to tell us, "I enjoy riding in the country and stopping every now and then for a Doral. There's nothing like it." Sounds like us on the road in the Doral RV!



Denise

Denise Glover
Jonesboro, IN
(86025876011)

51853 4049

Source: https://www.industrydocuments.ucsf.edu/docs/zfln0000

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Vince sent us a photo of his three, yes three, basset hounds, and we just had to go see them. Vince, who just returned from a cruise to Aruba, told us "everyone knows Fred, Rose and Barney. When we walk, we stop a time or two for me to enjoy my Doral. And my cat, Zack, joins us, too."

Vince

Vince Verrinoldi
Staten Island, NY
(22620247811)

We caught up with Jeff and Suzan Sauls playing at one of their favorite "Honky Tonks" near the (16290973411) Florida/Alabama border. For over 15 years they've traveled all over the South and Mexico playing their original brand of folk rock music to crowds of up to 6,000. "The last seven years, Doral's been with us on stage," Suzan told us. "Even on the road, we save our Pack Seals for free cartons."

51853 4050

Jeff Suzan

Jeff & Suzan Sauls
Pensacola, FL

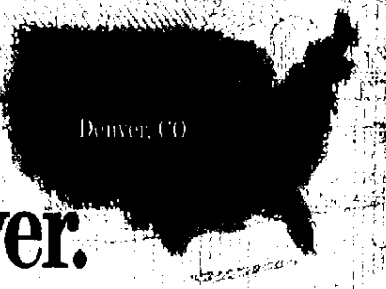
We'd love to hear from you!
Send your letters and photos to:

The Doral & Co. Mailbox

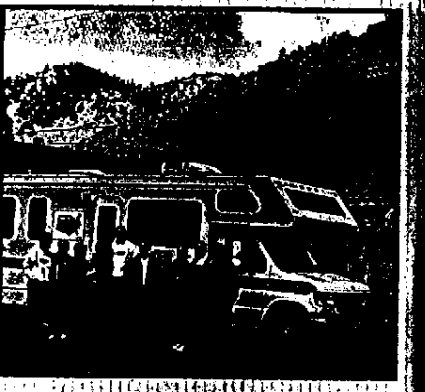
P.O. Box 7
Winston-Salem, NC 27102
Or Fax us: 1-800-557-6155

Source: https://www.industrydocuments.ucsf.edu/docs/zfln0000

Doral Goes A Mile High In Denver.



After our celebration for Doral smokers in Dallas, the First Team piled into the Doral RV and headed west on Interstate 20 with Denver, Colorado in our sites. (13196628111)



Katlin Rogers, fourth from the left and a long-time Doral smoker, took us to the restored Argo gold-mining town outside of Denver. (95401811811)

Several Denver Doral smokers invited us to visit their hometown, and we were excited to meet and thank them for their business.

When we arrived, we didn't stay put long because our new friends couldn't wait to show us around.

Dalton Blaze (far right) suggested that we go to the Manitou Cliff Dwellings. Smoking Doral and touring these ancient ruins were highlights for us and our new friends from Denver. (20363616311)

51853 4051

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Source: https://www.industrydocuments.ucsf.edu/docs/zfln0000

Everyone celebrates as Hunter Hardgrove nails a strike.
(08209017111)

Our first stop was the recreated Argo gold-mining town. We saw the largest nugget taken from the mine and it made us wonder how many cartons of Doral it could buy. Doral smoker Hunter Hardgrove gave the best guess of "a bunch."

From Argo, we drove to the ancient Manitou Cliff Dwellings. We were amazed to learn the Pueblo Indians carved these buildings into the sides of mountains over 900 years ago.

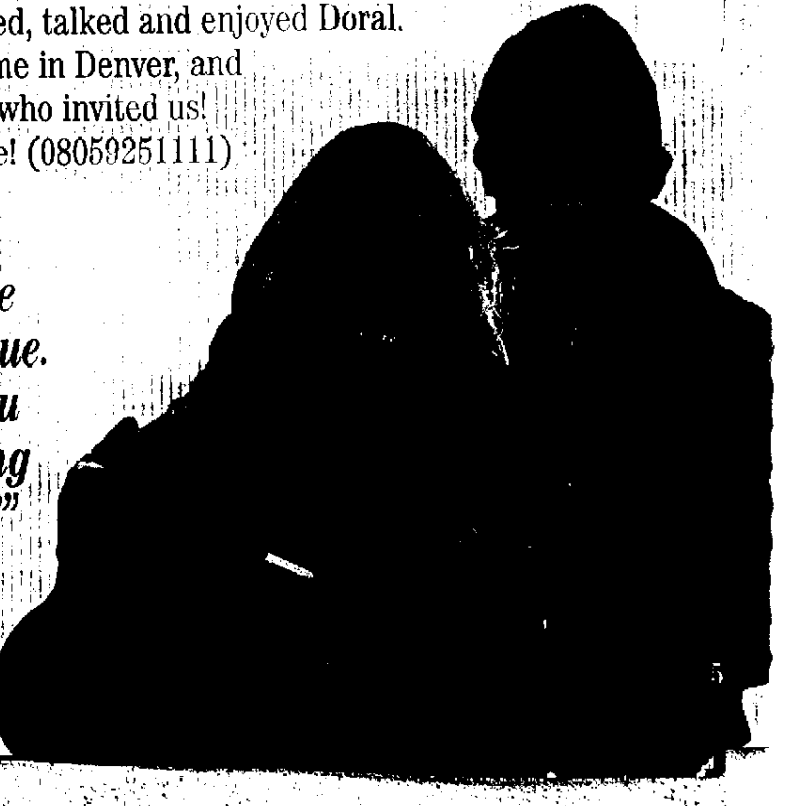
But the most fun we had was when we headed to a bowling alley, relaxed, talked and enjoyed Doral.

We had a great time in Denver, and thanks to everyone who invited us! Next stop...Nashville! (08059251111)

51853 4052

"Premium taste and a great value. Why would you choose anything except Doral?"

Doral smokers
Alex and Tara Ricky
Denver, CO



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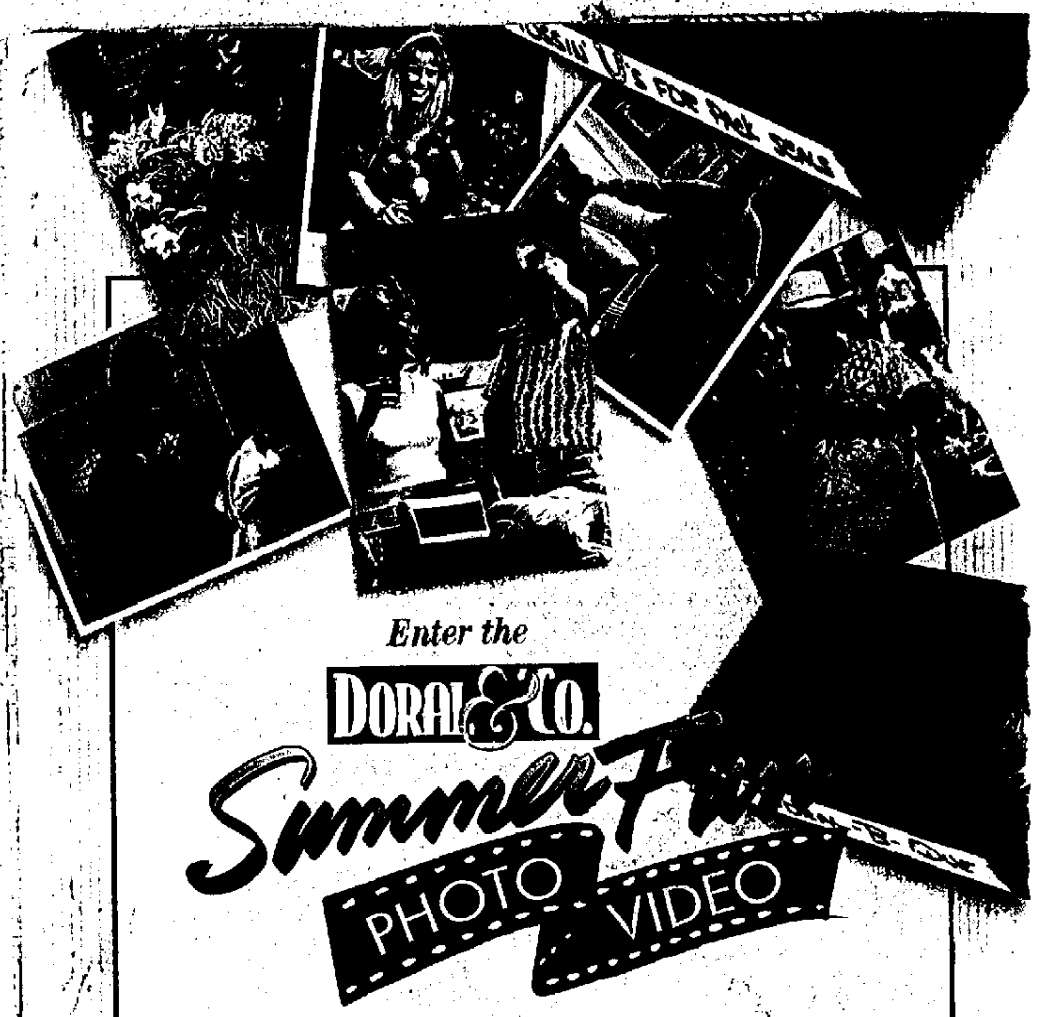

Enter the

DORAL & CO.

Summer Fun PHOTO VIDEO CONTEST

and give Doral your best shot!

What fun things do you do in the summer while enjoying Doral? Do you fish? Enjoy cookouts with other Doral smokers? Tend to your garden?

Whatever it is you do for down-home summer fun, get a picture or video of you doing it, and you could win one of lots of great prize packages!

51853 4053

See The Next Page For All The Details.

Source: https://www.industrydocuments.ucsf.edu/docs/zfln0000

Enter the

DORAL & CO. Summer Fun PHOTO VIDEO CONTEST

Contest Rules

DORAL & CO. SUMMER FUN
PHOTO - VIDEO CONTEST OFFICIAL RULES
MUST BE A SMOKER, 21 YEARS OF AGE OR OLDER TO ENTER.
NO PURCHASE NECESSARY.

Here's how to enter:

1. Complete a Doral & Co. Summer Fun Contest Entry Form for each photo and/or video you wish to enter. Tape the form to the back of the appropriate photo and/or video. Your signature is required on each entry form submitted. Put the photo and/or video to be entered into a separate, secure envelope and mail to: Doral & Co. Summer Fun, Suite 2500, 251 Main Street, Stanford, CT 06901-2928. Do not staple or use paper clips. Contestant must pay postage.

2. Only one color photo and/or one VHS video may be entered. Photographs and/or videos of summer fun activity must be of the entrant and include no recognizable businesses. Photographs may be high-quality duplicates or prints, in color or black and white. Slides are ineligible. Minimum size is 3" x 5", maximum is 5" x 7". Include a title that relates to your photograph and/or video. Photos need not be mounted. Videos must be on a standard format VHS tape. Videos should be no longer than 7 minutes. Photo and/or videos must have been taken within the past two years. Amateur photographers/videographers only! Photographic/videographic professionals are not allowed to enter. Photos and videos will not be returned.

3. Winners will be selected by an independent organization and will be judged on originality and creativity (40%), appropriateness to the Summer Fun Theme (40%), as well as on interesting and unique title (20%). Photographs and videos considered in the opinion of the judges to be obscene or tasteless will be disqualified. The likelihood of winning depends on the quality of the submission compared to the quality of all other entries, as judged by the criteria stated in the official rules. The decisions of the judges are final on all matters relating to the Contest.

4. The Doral & Co. Summer Fun Photo-Video Contest is limited to legal residents of the 50 United States (D.C. included) who are 21 years of age or older, are smokers and are not professional photographers or videographers. Employees of R.J. Reynolds Tobacco Company, its affiliates, subsidiaries, advertising and promotion agencies and the immediate families of each are not eligible. All federal, state and local laws and regulations apply. Void where prohibited by law. Respondents from GA, IA, IN, KS, LA, MA, NH, NY, VT, WA and certain local communities in other states will receive a store redeemable coupon good for a free carton in lieu of actual product. Carton offer void in MN, UT, in certain local communities in other states and wherever prohibited by law. Prize delivery limited to United States only.

5. All entries must be received by midnight September 30, 1996. There will be 10 Grand Prize Winners selected from video entries, 10 Grand Prize Winners selected from photograph entries and 200 Honorable Mentions selected from both video and photograph entries. Final judging will take place on or about November 15, 1996. R.J. Reynolds Tobacco Company is the Sponsor of this promotion. Sponsor will not acknowledge receipt of or confirm eligibility or ineligibility of any entry(s).

6. By signing the official entry form and submitting your photograph or video, you warrant and represent that your entry is original, that you own all rights including the copyright in the photograph or video, and that you are granting R.J. REYNOLDS TOBACCO COMPANY the right to reproduce in perpetuity, at no charge to R.J. REYNOLDS TOBACCO COMPANY, any winning entry or entries of yours for all commercial purposes. All entries and all rights to their publication become the property of R.J. REYNOLDS TOBACCO COMPANY and will not be returned. By acceptance of prize, winners and all persons depicted in the entries consent to R.J. REYNOLDS TOBACCO COMPANY'S use of their names, likenesses and biographical information for commercial purposes without further notification, permission or compensation, except where prohibited by law.

7. Sponsor, its officers and directors, and its judging organization are not responsible for lost, late, damaged, misdirected or postage due mail. Entries that are defaced, mutilated, forged, illegible, or altered in any other manner, will be disqualified by the judges. If in the opinion of the judges there is no photograph or video of sufficient quality, that prize will not be awarded. Winners will be notified by mail, and the winning entries may at the sole discretion of Sponsor, be published in future Doral advertising. Grand Prize Winners must sign an Affidavit of Eligibility/Release of Liability/Publicity/Prize Acceptance Form and return it within 14 days from the date of notification. Failure to do so may result in awarding the prize to an Alternate Grand Prize Winner. No substitution, transfer of prizes, or election of cash in lieu of prizes will be permitted except at sole discretion of the Sponsor. All federal, state and local income and other taxes on prizes are solely the responsibility of the winners. In the event of prize unavailability, Sponsor reserves the right to substitute a prize of equal or greater value. Prizes will be awarded during 1996-1997.

8. PRIZES: The following prizes will be awarded: GRAND PRIZE (20) — GE 25" Stereo Television, VCR and VHS Camcorder, and a Canon SURE SHOT 35 mm camera valued at $1,648.00; HONORABLE MENTION (200) — Carton of Doral and a Tobaccoville Ashtray valued at $19.95. Total value of all prizes is $36,950.00.

9. By claiming the Grand Prize, winners agree that R.J. Reynolds Tobacco Company, its parent, and the judging organization and their respective officers, directors, employees and agents shall have no liability for any injuries, losses or damages of any kind (including death) resulting from acceptance, possession, participation in or use of any prize.

10. For advance copies of Affidavit of Eligibility/Publicity/Prize Acceptance Form or the names of prize winners (available after December 1, 1996), send a separate, self-addressed stamped envelope to: Doral & Co. Summer Fun, Winners List, P.O. Box 5815, Norwood, MN 55583-5815. Indicate "Affidavit" or "Winners List" as applicable on the outside of the envelope.

ALL PROMOTIONAL COSTS PAID BY MANUFACTURER.

51853 4054

Detach here

DORAL & CO. Summer Fun PHOTO VIDEO CONTEST

Entry Form

Tape this on the back of your photo or to the top of your VHS tape and mail it to Doral & Co. Summer Fun, Suite 2500, 251 Main Street, Stanford, CT 06901-2928. Must be received by 9/30/96.

Type of Entry:
☐ Photo ☐ Video

Name _____

Address _____

City _____ State _____ Zip _____

( ) _____
Home Phone

What style of Doral do you smoke? _____

TITLE _____

ENTRIES WILL NOT BE PROCESSED WITHOUT SIGNATURE AND BIRTHDATE.

Birthdate? (required) ___/___/___ (month) (day) (year) Today's date? ___/___/___ (month) (day) (year)

I certify that I am a smoker; that I am 21 years of age or older; and that my entry was not taken by a professional photographer or videographer.

Signature (required) _____ (first) (middle initial) (last)

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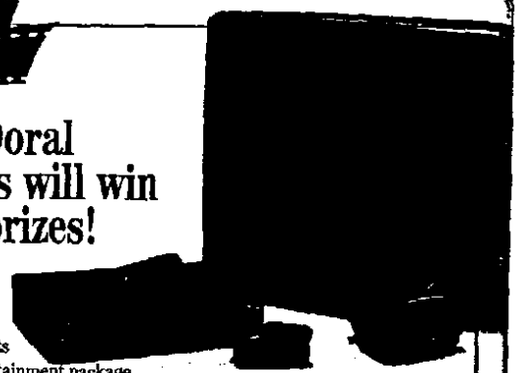
WIN!

20 Doral smokers will win grand prizes!



10 photo and 10 videotape entrants will win an entertainment package featuring a GE: •25" Remote Control Color TV •4-Head VHS VCR •VHS-C Camcorder and a •Canon SURE SHOT 35mm Camera.

200 Doral smokers will win honorable mentions, a Tobaccoville ashtray and a free carton of Doral.

What we'll be looking for:

FUN We want to know how smokers have fun in the summer while enjoying Doral!

CREATIVITY & ORIGINALITY You have your own unique way of casting your line, or even mowing the grass, and we want to see it!

A GREAT TITLE In your own words, tell us about your entry.

Entries must be received by September 30, 1996! So have a good time this summer, enjoy Doral, and get it on film!

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

THE DORAL & Co.

FREE CARTON OFFER™

Save 90 Doral Pack Seals and follow these steps to get an order form for a free carton of your favorite Doral!

1. Call 1-800-74-DORAL (1-800-74-36725)
2. Have your Personal ID number ready. (It's located on the address panel.)
3. Follow the recorded instructions.

Up to five Free Carton Offer™ order forms can be ordered per person/address via our 800 number in 1996. You will receive only one order form per call. A maximum of seven Doral & Co. free cartons can be obtained per person/address in 1996.

Dawn

Dawn Burcow
Cincinnati, OH

Match & Win!

See other side for more details.

DORAL & CO. PERSONAL ID NUMBER OFFICIAL RULES
MUST BE A SMOKER, 21 YEARS OF AGE OR OLDER TO PLAY.
NO PURCHASE NECESSARY.

Here's How to Play:

There will be 10 winners. Winners shall receive one carton of DORAL cigarettes each. Approximate retail value: $13.95. Approximate retail value of all prizes: $139.50.

Winners must call 1-800-74-DORAL (1-800-74-36725), press 4 and give the operator their PID number to claim their prize. Winners must claim their prize by 6/30/96. Unclaimed prizes shall not be awarded. Prizes will be delivered within 10 - 12 weeks. Odds of winning are at least 105,000,000.

Winners in GA, IN, IA, KS, LA, MA, VT, WA and certain local communities in other States will receive a store-redeemable coupon good for one free carton.

Offer void in MA, MI, MN, UT, in certain local communities in other states and where prohibited by law. All federal, state and local laws apply. Prize delivery limited to the United States only.

Sponsor reserves the right to substitute product with a coupon for a free carton of cigarettes.

Any game material that is reproduced or altered in any way, obtained outside legitimate channels or contains printing, production, typographical or mechanical errors is void, and the liability of the Sponsor, if any, is limited to the replacement of such materials and recipient agrees to release Sponsor from any personal losses, claims or damages that may result.

No substitution, transfer of prizes or election of cash in lieu of prizes will be permitted except at the sole discretion of Sponsor.

For the names of prize winners (available after 10/30/96), send a self-addressed stamped envelope to Personal ID Number Game, P.O. Box 7, Winston-Salem, NC 27102. Indicate Winners List on the outside of the envelope.

All Promotional Costs Paid By Manufacturer.

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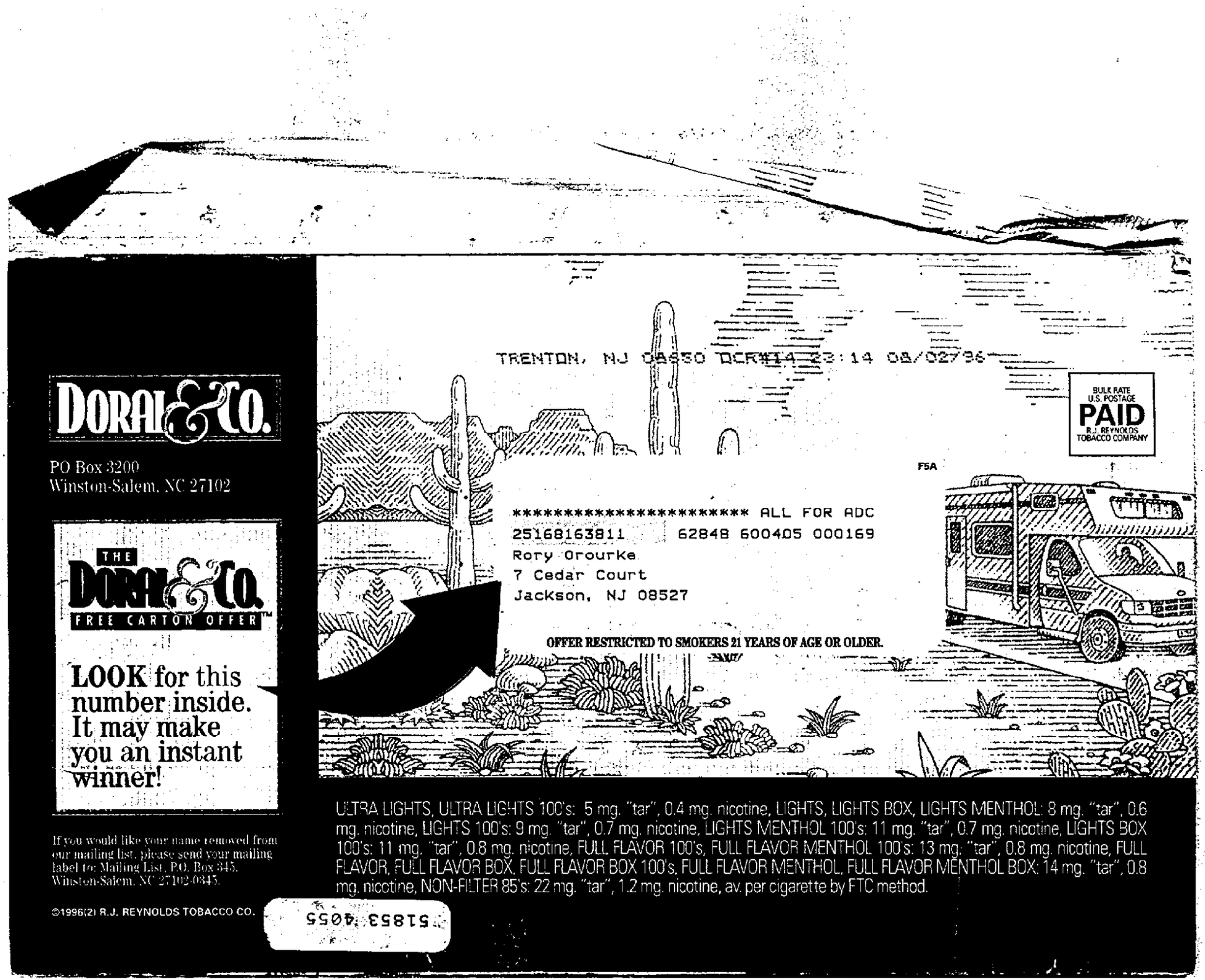

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